

## AMENDMENTS TO THE CLAIMS

**This listing of claims will replace all prior versions and listings of claims in the application:**

### **LISTING OF CLAIMS:**

1. (currently amended): A spontaneous delivery marketing system for providing offers to consumers, comprising:

a plurality of retail locations, each retail location having:

a detection device for detecting data uniquely related to a detected consumer, in proximity to a location where merchandise is available to the detected consumer, without requiring interaction by the detected consumer;

a first processor for generating a plurality of available offers and for identifying in a list specific ~~ones of offers in~~ said plurality of offers that are applicable to a detected consumer based on data stored in a database relating to characteristics of the detected consumer, so that from the plurality of available offers, those specific offers, which relate to the detected consumer based on the characteristics of the detected consumer, are assembled ~~and presented respectively to~~ for presentation as offers specific to the individual detected consumer;

an output device for supplying a message specific to a ~~the individual~~ detected consumer, providing the specific offers available at the location to the individual detected consumer whereby the detected consumer is able to receive offers at the location without physical interaction on his or her part, and to avail himself or herself of the offers contained in the message supplied at the location; and

a central station, comprising a second processor in communication with the first processor in each of said retail locations and operative to develop for each individual detected consumer a target file of said offers ~~for at least one~~ specific to the individual detected consumer and to provide said target file to at least said first processor;

wherein the first processor comprises a first server for receiving the target file of offers, a second server associated with the location being connected to the first server, and an Electronic Point of Sale (EPOS) terminal connected with the second server so that offers supplied by said

message to a particular consumer are transmitted from the first server to the second server and then to the EPOS terminal so that when a consumer identifies himself or herself at the EPOS terminal, purchases made by the consumer are ~~provided in~~ priced at the EPOS terminal in accordance with the said offers supplied ~~specific to and previously supplied to the~~ that consumer.

2. (previously presented): The system of claim 1 wherein said retail location is a retail outlet, a mall, a food court or an event area.

3. (currently amended): The system of claim 1 wherein the detection device comprises ~~an~~ a Radio Frequency Identification Device (RFID) ~~(radio frequency identification device)~~ reader for reading an RFID tag carried by the consumer to identify a particular consumer.

4. (original): The system of claim 3 wherein the RFID tag can provide a unique code which provides a unique identification of an individual consumer so that individual consumers can be identified and distinguished from one another.

5. (original): The system of claim 4 wherein the RFID tag is contained in a card carried by the consumer.

6. (currently amended): The system of claim 1 wherein the output device comprises a transmitter for wireless transmission of the message to the individual consumer's mobile telephone or ~~PDA~~ other portable receiver.

7. (canceled).

8. (original): The system of claim 1 wherein the output device is a printer for printing a document containing the offer.

9. (canceled).

10. (previously presented): The system of claim 1 further comprising a retail server, comprising an inventory system and a consumer data base, in communication with each of said first processor and said second processor, and operative to provide price, inventory and consumer data for processing by said first and second processors.

11. (previously presented): The system of claim 1 wherein the consumer identifies himself or herself by displaying the message to a person at the EPOS terminal, or by swiping a card which contains the user's identifying data at the EPOS terminal.

**12. - 26. (canceled).**